



Sheila Dixon

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FOR IMMEDIATE RELEASE

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Baltimore City Reaches 2008 YouthWorks Goal

Mayor Dixon announces that more than 6,800 teens will work this summer

Baltimore, MD (June 9, 2008) – Mayor Sheila Dixon announced today that the 2008 YouthWorks summer jobs campaign has been successful in reaching its goal of placing at least 6,500 Baltimore City youth in summer jobs. Speaking at the YouthWorks Kickoff press conference at Morgan State University, Mayor Dixon thanked her YouthWorks Leadership Team and the hundreds of contributors who donated funds and hired teens in response to her initiative to increase the number YouthWorks participants by 20% from last year.

Mayor Dixon exceeded the goal she set earlier in the year. More than 6,800 teens will have the opportunity to work in six-week summer jobs. Raising the equivalent of more than \$7.5 million, the YouthWorks Leadership Team responded to the Mayor's outreach strategy to engage leaders from business, education, community-based organizations, faith-based institutions, philanthropic organizations, and government to rally around this important cause and aggressively support the campaign.

"Our theme this year is *Summer Jobs are Everyone's Business* and we proved that to be true," said Mayor Dixon. "Everyone – from individual citizens to big business and city employees to state agencies – responded to the need to provide valuable work experiences for our young citizens."

The number of businesses supporting YouthWorks more than doubled this year as small and large companies agreed to hire older teens directly, as well as donate funds so that others could work for nonprofits, schools, and other community groups. Many employers challenged other to do the same.

"Verizon prides itself on being a long-time supporter of YouthWorks," said William R. Roberts, Verizon's regional president for Maryland and Washington, D.C. "Through this program, we show our commitment to the communities we serve by investing in our future leaders and equipping them with the tools and skills they will need to be successful in the workplace. We commend the mayor's office and Baltimore City for supporting our youth through this summer jobs program. We encourage other businesses to do the same."

Several philanthropic organizations stepped up their contributions as well.

“The Harry and Jeanette Weinberg Foundation is pleased and excited that YouthWorks will achieve and exceed Mayor Dixon’s goal of placing 6,500 teens in summer jobs this year,” said Barry Schloss, trustee for the Weinberg Foundation. “YouthWorks is a smart investment in the future of Baltimore City.”

Colgate-Palmolive helped to sponsor today’s event and provided \$30,000 in funding, health and beauty products for YouthWorks participants, and sponsorships for 30 YouthWorks participants to Colgate-Palmolive’s EMPOWER youth entrepreneurial program – an entrepreneurship, financial literacy, and leadership initiative to be conducted by E.Y.E. for Change.

“At Colgate, we believe that exposure to the rewards and benefits of being an entrepreneur will have a lasting and positive effect on these young adults and on the community,” said Wanda Austin-Wingood, brand manager of Multicultural Marketing at Colgate-Palmolive. “These young people have so much to offer the city of Baltimore, and we hope that their experience with the EMPOWER program will be a stepping stone to their future success in whichever career path they choose.”

About YouthWorks:

YouthWorks is operated by the Mayor’s Office of Employment Development. The YouthWorks participants are well-prepared, multi-skilled, and dependable high school and college students who are eager to work during the six-week program that begins on June 23, 2008, and will end on August 1, 2008.

For more information about YouthWorks, call 410-396-6722 or visit www.oedworks.com.

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